



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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Argentina

Promotion Opportunities

Annual

2001

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U.S. Embassy

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Report Highlights:

This report includes information on the FAS Buenos Aires promotional activity calendar for FY 2001.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Buenos Aires [AR1], AR

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

SECTION I. FAS/W Endorsed Trade Shows

None.

SECTION II. Other Trade Shows

Vinos y Bodegas 2002 (The only Argentine trade show on wine and alcoholic beverages).

May 8-11, 2001

Palais de Glace

Buenos Aires, Argentina

Contact information:

Grupo Empresario de Exposiciones (GEESA)

Avda. del Libertador 4595

1426 Buenos Aires, Argentina

Ph/fax: 54-11-4777-2323

E-mail: info@geesa.com.ar

Target audience: Argentine and foreign wineries, importers, distributors, specialty wine stores and clubs, culinary organizations, hotels and restaurants.

Sponsored by the Argentine Wine Association, *Vinos y Bodegas* is addressed to Argentine firms related to the wine and alcoholic beverages industry, and also by a good number of foreign visitors. Both Argentine and foreign wines are exhibited at this show, which is increasing in popularity due to the great success of Argentine wines in international markets.

Palermo Show (traditional agricultural and livestock show held annually in Buenos Aires)

Last two weeks in July and first week in August, 2002

Predio Ferial *La Rural*

Buenos Aires, Argentina

Contact information:

Sociedad Rural Argentina (SRA)

Florida 460

1005 Buenos Aires, Argentina

Ph: 54-11-4322-3431; 4322-2030

Fax: 54-11-4325-8231

Homepage: www.sra.com

Target audience: All Argentine agribusiness companies, agricultural government organizations,

and other firms which supply services to agricultural producers.

The *Palermo Show* is an excellent tool for the promotion of U.S. livestock genetics.

Expochacra (Agricultural annual show similar to the U.S. Farm Progress Show)

March 14-17, 2002

Inrville, Pcia. de Cordoba, Argentina

Contact information:

Editorial Atlantida S.A.

Azopardo 579

C1307ADG Buenos Aires, Argentina

Ph: 54-11-4346-0100 (ext. 1255-1192)

Fax: 54-11-4346-0234

E-mail: prensa@expochacra.com

Homepage: www.agritotal.com/expovirtual

Target audience: Agricultural producers.

Interesting and educational dynamic show for agricultural companies held every year in a large farm.

SECTION III. Other Promotional Activities (organized by FAS Buenos Aires)

- In-store supermarket promotions in Buenos Aires - November 2001 and March 2002, and Montevideo - November 2001
- IFT Show buying mission - June 2002
- PMA Show buying mission - October 2002
- Food Safety Conference and Sanitary Mission to the U.S. - No date.
- Paraguay Table-Top Display (in conjunction with Paraguay Agriculture & Livestock Show - July 2002)

Contact information for SECTION III promotional activities: FAS Buenos Aires office, as follows:

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